



# WORKFORCE OBSERVATIONS

State of Wisconsin  
Department of Workforce Development  
Office of Economic Advisors

## FOR WESTERN WISCONSIN COUNTIES

BUFFALO, CRAWFORD, JACKSON, JUNEAU, LA CROSSE, MONROE, TREMPLEAU, & VERNON

August 2004

### July Local Unemployment Rates Announced

Wisconsin Department of Workforce Development (DWD) Secretary Roberta Gassman announced that 66 of Wisconsin's 72 counties had lower unemployment rates in July 2004 than they had experienced in July 2003. "Governor Doyle has a plan for economic development in Wisconsin and that plan is working. For the sixth consecutive month, most Wisconsin counties reported lower unemployment rates

percent or lower, and three of those had unemployment rates below 3.0 percent. Those three were Buffalo County at 2.9 percent, Dane County at 2.4 percent, and Ozaukee County at 2.9 percent. Four counties had higher rates and one was unchanged. There were five counties with unemployment rates at 7.2 percent or higher, including Racine and Juneau Counties at 7.2 percent, Oconto County at 7.7 per-

In the state's metropolitan statistical areas, most had seasonally adjusted rates of 4.4 percent or lower, below the state's 4.7 percent rate. Exceptions were Janesville/Beloit at 6.0 percent, Kenosha at 4.7 percent, Milwaukee/Waukesha at 5.0 percent, and Racine at 6.6 percent. The 5.0 percent seasonally adjusted rate for the Milwaukee/Waukesha metro area was the lowest monthly rate for the Milwaukee/Waukesha area since October 2001. The Madison metro area had the lowest seasonally adjusted rate at 2.5 percent, with the La Crosse metro area close behind at 3.4 percent. All of the state's metro areas had lower seasonally adjusted rates in July 2004 than they had in July 2003, except the Kenosha metro area, which saw its rate change slightly from 4.6 percent in July of 2003 to 4.7 percent in July 2004.

Labor Force Estimates (Seasonally Adjusted)			
	La Crosse * MSA	Wisconsin (000s)	United States (000s)
<b>Current month: July 2004</b>			
Civilian Labor Force	77,800	3,108.6	147,856
Employment	75,100	2,963.2	139,660
Unemployment	2,700	145.3	8,196
Unemployment rate	3.4%	4.7%	5.5%
<b>Change from one month ago</b>			
Civilian Labor Force	400	-8.4	577
Employment	700	1.3	629
Unemployment	-300	-9.8	(52)
Unemployment rate	-0.4%	-0.3%	-0.1%
<b>Change from one year ago</b>			
Civilian Labor Force	2,000	18.7	1,204
Employment	2,400	51.0	2,056
Unemployment	-500	-32.4	(852)
Unemployment rate	-0.8%	-1.1%	-0.7%

Note: All estimates are preliminary and based on place of residence.

\* La Crosse MSA Statistics include Houston County Minnesota

than one year ago," Secretary Gassman said. "We are pleased that Wisconsin's labor market picture continues to show improvement, but we still have much more work to do, with more than 145,000 citizens still looking for work."

There were 28 counties with unemployment rates at 4.0

cent, Rock County at 7.9 percent, and Menominee County at 11.0 percent. The southeastern corner of the state had the highest concentration of unemployed, while the south central corridor, in spite of high unemployment in Rock County, had the lowest concentration.

Nonfarm wage and salary jobs increased over the year in each of the metro areas except Kenosha and Racine. The increases were especially noteworthy for the Green Bay area, which saw a 6,800 job increase, and the Milwaukee/Waukesha metro area, which saw a 12,400 job increase over the year.

# Western Wisconsin Workforce Development Area

July 2004	Buffalo	Crawford	Jackson	Juneau	Lacrosse	Monroe	Trempealeau	Vernon	Region	Non MSA*	Wisconsin
<b>Civilian Labor Force**</b>	7,520	10,830	12,570	11,080	66,050	22,750	15,650	15,460	161,910	95,860	3,175,540
Employed	7,300	10,390	12,160	10,280	64,000	21,900	15,080	14,860	155,970	91,970	3,028,420
Unemployed	220	440	410	800	2,050	850	570	600	5,940	3,890	147,120
Unemployment Rate	2.9%	4.0%	3.2%	7.2%	3.1%	3.7%	3.7%	3.9%	3.7%	4.1%	4.6%
<b>Total Nonfarm (NFWS) ***</b>	5,200	7,900	8,600	9,000	69,700	18,900	12,700	8,600	140,600	70,900	2,846,400
Total Private	4,400	6,700	6,000	6,700	61,500	14,700	10,800	6,400	117,200	55,700	2,469,900
Goods Producing	500	1,900	2,200	2,400	12,300	4,000	5,300	1,100	29,600	17,300	666,900
Service Producing	4,700	6,000	6,500	6,600	57,400	14,900	7,400	7,500	111,000	53,600	2,179,500
Constr., Mining & Nat.Rsrcs	190	260	1,270	300	2,800	570	280	310	6,000	3,200	143,200
Manufacturing	300	1,700	900	2,100	9,400	3,400	5,000	800	23,600	14,100	523,700
Trade	500	1,900	900	1,100	12,100	2,700	1,400	1,700	22,300	10,200	444,700
Transportation & Utilities	2,000	200	700	300	2,100	1,800	500	300	7,900	5,900	326,000
Financial Activities	150	190	240	240	3,500	580	500	370	5,800	2,300	161,600
Education and Health Services	500	1,000	700	1,200	13,000	1,600	1,200	1,600	20,900	7,900	375,800
Leisure & Hospitality	400	900	900	900	7,400	2,000	900	700	14,000	6,600	272,200
Info., Prof. & Bus. Svcs, Other Svcs	300	500	400	600	11,200	2,100	1,100	600	16,700	5,600	443,300
Total Government	780	1,270	2,600	2,310	8,190	4,190	1,860	2,210	23,400	15,200	376,500
Federal	150	80	60	290	540	2,180	140	130	3,560	3,020	29,500
State	30	220	450	770	1,710	250	40	50	3,510	1,800	88,500
Local	600	970	2,100	1,240	5,940	1,760	1,680	2,030	16,320	10,380	258,500
<b>Change from one month ago</b>	<b>June 2004</b>										
<b>Civilian Labor Force**</b>	-40	140	-380	-20	0	-400	-380	50	-1,000	-1,000	300
Employed	30	270	-310	30	500	-310	-220	140	100	-400	16,100
Unemployed	-70	-130	-70	-50	-400	-100	-150	-90	-1,100	-700	-15,900
Unemployment rate(%)	-0.9	-1.3	-0.5	-0.5	-0.7	-0.4	-0.8	-0.6	-0.6	-0.6	-0.5
<b>Total Nonfarm (NFWS) ***</b>	-160	60	-400	-140	-400	-640	-480	-170	-2,300	-1,900	-22,400
Percent change NFWS from last moni	-2.9%	0.8%	-4.4%	-1.5%	-0.5%	-3.3%	-3.6%	-1.9%	-1.6%	-2.6%	-0.8%
Total Private	10	100	100	0	100	-300	-120	-30	-200	-300	10,900
Goods Producing	20	-20	0	0	0	0	-80	-10	0	0	10,500
Service Producing	-170	80	-400	-200	-400	-700	-400	-160	-2,300	-1,900	-32,900
Constr., Mining & Nat.Rsrcs	10	0	50	10	100	20	10	10	200	100	4,900
Manufacturing	10	-20	0	0	-100	10	-90	-20	-200	-100	5,600
Trade	-10	110	0	0	100	-20	-30	-20	100	0	-1,600
Transportation & Utilities	10	0	-20	-30	0	20	-20	0	0	0	-900
Financial Activities	0	0	0	0	0	-10	10	10	0	0	600
Education and Health Services	10	10	10	0	-100	0	20	-10	-100	0	2,000
Leisure & Hospitality	-10	10	10	0	0	10	10	0	0	0	1,600
Svcs	0	-10	10	0	100	-370	-30	0	-300	-400	500
Total Government	-160	-40	-460	-140	-450	-300	-360	-140	-2,100	-1,600	-33,300
Federal	0	0	0	10	0	30	0	0	0	0	0
State	0	-10	-10	10	0	0	0	0	0	0	-1,600
Local	-170	-30	-460	-160	-450	-320	-360	-140	-2,100	-1,600	-31,700
<b>Change from one year ago</b>	<b>July 2003</b>										
<b>Civilian Labor Force**</b>	-130	380	-130	190	1,600	450	680	470	3,500	1,900	19,700
Employed	40	500	-70	380	2,100	720	890	610	5,200	3,100	52,500
Unemployed	-170	-120	-60	-190	-600	-270	-220	-140	-1,700	-1,200	-32,800
Unemployment rate(%)	-2.1	-1.3	-0.5	-1.9	-1.0	-1.3	-1.6	-1.0	-1.1	-1.3	-1.1
<b>Total Nonfarm (NFWS) ***</b>	30	240	-200	210	2,000	320	520	50	3,200	1,200	48,800
Percent change NFWS from last year	0.6%	3.1%	-2.3%	2.4%	3.0%	1.7%	4.3%	0.6%	2.3%	1.7%	1.7%
Total Private	80	130	0	-100	2,100	300	500	100	3,200	1,100	54,300
Goods Producing	10	40	0	-100	600	0	300	0	900	300	15,200
Service Producing	20	200	-300	300	1,400	300	200	100	2,300	900	33,600
Constr., Mining & Nat.Rsrcs	20	10	40	10	0	20	10	20	100	100	3,200
Manufacturing	0	20	0	-100	600	10	280	-20	700	200	12,000
Trade	-10	30	0	0	600	120	40	60	800	200	9,300
Transportation & Utilities	70	0	0	20	-100	140	10	10	100	200	4,900
Financial Activities	0	0	0	0	200	0	50	0	200	100	2,600
Education and Health Services	-10	20	0	100	200	40	30	70	400	200	10,900
Leisure & Hospitality	20	60	100	0	0	90	70	20	300	300	4,300
Svcs	-10	-10	-100	0	700	-120	20	-40	500	-200	12,200
Total Government	-40	100	-250	270	-90	30	20	-60	0	100	-5,500
Federal	-40	0	0	40	0	-20	0	0	0	0	-600
State	0	10	30	200	-90	30	0	0	200	300	-2,500
Local	-10	90	-280	30	0	20	20	-60	-200	-200	-2,400

\* Seven counties, excluding La Crosse County

\*\* Includes participants residing in area.

\*\*\* Includes employment with employers located in area. Estimates above are NOT seasonally adjusted. Current month estimates are preliminary. Totals may not add due to rounding. NFWS data benchmarked to 3/2003